

Comments on FCC proposed Localism Rulemaking

One thing we do to reach out to the community is to have different community leaders in our studio daily during morning drive time to discuss their needs. If stations weren't already addressing community issues and involved in the local boards and service clubs we would not have survived this far.

To mandate more obligations would be such an additional burden financially and so time consuming that it would make it nearly impossible for small market radio to survive.

To require us to be manned during all hours of operation would probably force us to only operate until 10pm or 12 mid.

Quantitative programming guidelines and reporting the songs we play are other unnecessary burdens that small market broadcasters can't shoulder. If we didn't already do local news, local public affairs and local PSA's no one would listen. We air thousands of dollars worth of local PSA's and Public Affairs Programming as well as regularly interviewing community leaders.

Most small market radio stations are currently struggling. If the FCC enforces its Localism proposal, it could be insurmountable for small market radio stations.

We don't have time to go to more meetings and fill out more paperwork. Let us do our job and spend our time serving our community and not get strangled in more bureaucracy.